



# How to give dawah

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In the name of Allah, The Most Gracious, The Most Merciful





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Assalamu'alaikum wa rahmatullahi wa barakatuhu,

We pray that this message reaches you  
in good health and imaan.

On behalf of our AMAU Academy team, we would like  
to present to you these compiled notes that we have  
prepared to make your journey with us a lot easier.

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May Allah make our paths toward seeking  
beneficial knowledge easy and kindle our hearts  
with sincerity and gratefulness  
towards Him.

Jazakumullahu Khayran



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# Glossary



جل جلاله | Jalla Jalāluhu  
**Allah the Most Exalted**



صلى الله عليه وسلم | Sallāllāhu Alayhi Wa Sallam  
**Peace and blessings of Allah be upon him**

# Da'wah as an Act of Worship

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*Chapter One*



Allah ﷻ said in the Qur'an:

1

قُلْ هَذِهِ سَبِيلِي أَدْعُو إِلَى اللَّهِ عَلَىٰ بَصِيرَةٍ أَنَا وَمَنِ اتَّبَعَنِي ۖ وَسُبْحَنَ اللَّهُ وَمَا أَنَا مِنَ الْمُشْرِكِينَ

**Say, "This is my way; I invite to Allāh with insight, I and those who follow me. And exalted is Allah ﷻ; and I am not of those who associate others with Him."**

Surah Yusuf 108

Anyone wishing to follow in the footsteps of the Prophet ﷺ when giving Dawah should take in this Ayah and understand it. To begin with, اَدْعُوْا (I call to) indicates that the primary way of giving Dawah is by inviting people to accept Islam. This counters the misconception some people have which is that it is sufficient to give Dawah with your actions only; actions are important, but one shouldn't stop there.

Tip: Whenever you speak to someone about Islam, try to include a personal invitation to Islam in the conversation.

Another important point is that the Ayah says اَدْعُوْا اِلَى اللّٰهِ (I call to Allah ﷻ) which shows that one should not call to themselves or their group as many people do nowadays; it's not about you, it's about Allah ﷻ. It does not matter if people don't recognise you. Allah ﷻ mentioned in the Qur'an

2

إِنَّمَا نَطْعُمُكُمْ لَوَجْهِ اللَّهِ لَا نُرِيدُ مِنْكُمْ جَزَاءً وَلَا شُكُورًا

**"We feed you only for the sake of Allah ﷻ. We wish not from you reward or gratitude."**

Surah Al-Insan 9

Calling to Allah ﷻ and His worship should be your basis and foundation. You should not call people for a political goal or a shared benefit. The Prophet ﷺ used to tell the people:

3

قولوا لا إله إلا الله تفلحوا

**"O my people, say 'La ilaha illa Allah ﷻ' and you shall be successful!"**

The Ayah goes on to say عَلَىٰ بَصِيرَةٍ which can mean insight, knowledge, and certainty. This shows that Dawah should be done based on 'ilm i.e. solid knowledge and this includes knowing your religion, knowing yourself and your limits, and knowing who you're speaking to. Dawah should not be based on personal opinions and information gathered here and there.

# The Da'wah and the Daa'i

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*Chapter Two*



The methodology of Dawah is Tawqifiyyah (restricted) as the Ayah mentions أَنَا وَمَنِ اتَّبَعَنِي (I and those who follow me). This also indicates that there is a type of Dawah that is Bid'iyyah (innovated) which has become widespread nowadays. This includes giving Dawah through concerts, giving Dawah to find a partner, etc. So it is upon us to follow the Prophet ﷺ and follow the methodology that he used when giving Dawah.

Moving on, when giving Dawah, you must also clear the misconceptions people have about Allah ﷻ. That is what is meant in the Ayah وَسُـبْحَانَ اللَّهِ (And exalted is Allah ﷻ). The other meaning of it is to build the knowledge of Allah ﷻ's perfection in the person receiving Dawah's heart. So you should try to clear misconceptions and put in the correct beliefs at the same time.

Finally, the one giving Dawah should be clear in their belief in Islam; they should present themselves as Muslims and differentiate themselves from the non-Muslims. They should also be clear in the message they are calling. All of this falls under وَمَا أَنَا مِنَ الْمُشْرِكِينَ (and I am not of those who associate others with Him).

Side benefit: Try to respond to questions with the Qur'an as much as you can; try to avoid delving into a pure discussion of logic.

# Wisdom & Good Admonition

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*Chapter Three*

Allah ﷻ said in the Qur'an:

1 **عُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ ۚ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ ۚ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَن ضَلَّ عَنْ سَبِيلِهِ ۚ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ**

**Invite to the way of your Lord with wisdom and good instruction, and argue with them in a way that is best. Indeed, your Lord is most knowing of who has strayed from His way, and He is most knowing of who is [rightly] guided.**

Surah An-Nahl 125

When giving Dawah and the person says they are not yet convinced, then try to take it a step further by talking to them more, giving them more literature, etc. However, if the person accepts the Dawah but says they are not ready to accept Islam, you should apply some gentle pressure to make them accept Islam. Moreover, if a person wants to accept Islam, don't delay it at all and try to make them say the Shahada instantly.

The Ayah then mentions بِالْحُكْمَةِ (wisdom) which means putting the right thing in the right place i.e. the way you speak, who you speak to, etc. Hikmah is a gift from Allah ﷻ as He said in the Qur'an:

2 **وَتَى الْحِكْمَةُ مَن يَشَاءُ ۚ وَمَن يُؤْتَ الْحِكْمَةَ فَقَدْ أُوتِيَ خَيْرًا كَثِيرًا ۚ وَمَا يَذَّكَّرُ إِلَّا أُولُو الْأَلْبَابِ**  
**He gives wisdom to whom He wills, and whoever has been given wisdom has certainly been given much good. And none will remember except those of understanding.**

Surah Al-Baqarah 269

The Ayah then goes on to mention الْمَوْعِظَةِ الْحَسَنَةِ (good admonition), which includes four things: commands, prohibitions, rewards, and punishments. These four should be used with wisdom when giving Dawah to others whilst still being completely honest. Moreover, this good admonition is based upon the Qur'an, not your personal script or opinions.

# Argumentation and the Daa'i's Role

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*Chapter Four*

When giving Dawah, there will be times when a back-and-forth will take place. وَجَدْلُهُمْ بِالَّتِي هِيَ أَحْسَنُ indicates that when this does happen, you should do it in the best possible way. The first thing required for this is that you only speak with knowledge. The second thing is that you should not let your emotions take over and you should not stoop to the level of the person arguing with you; respond to them in a way that is better as Allah ﷻ said in the Qur'an:

1

وَلَا تَسْتَوِ الْحَسَنَةُ وَلَا السَّيِّئَةُ ۚ ادْفَعْ بِالَّتِي هِيَ أَحْسَنُ

**And not equal are the good deed and the bad. Repel [evil] by that [deed] which is better**

Surah Fussilat 34

The third thing is that you should not argue for argument's sake; your goal should be trying to make the truth come out.

Finally, it is important for the ones giving Dawah to understand that their role is not to convince or choose who will be guided; both are not under your control as mentioned in the Ayah إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ ۖ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

**Your job is to deliver the message, not guide people.**

# The 4 Groups of People



*Chapter Five*



ibn ‘Abbas رضي الله عنه narrated:

1 لَمَّا بَعَثَ النَّبِيُّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ مُعَاذًا نَحْوَ الْيَمَنِ قَالَ لَهُ " إِنَّكَ تَقْدَمُ عَلَى قَوْمٍ مِنْ أَهْلِ الْكِتَابِ فَلْيَكُنْ أَوَّلَ مَا تَدْعُوهُمْ إِلَى أَنْ يُوحِّدُوا اللَّهَ تَعَالَى فَإِذَا عَرَفُوا ذَلِكَ فَأَخْبِرْهُمْ أَنَّ اللَّهَ فَرَضَ عَلَيْهِمْ خَمْسَ صَلَوَاتٍ فِي يَوْمِهِمْ وَلَيْلَتِهِمْ، فَإِذَا صَلُّوا فَأَخْبِرْهُمْ أَنَّ اللَّهَ افْتَرَضَ عَلَيْهِمْ زَكَاةً فِي أَمْوَالِهِمْ تُؤْخَذُ مِنْ غَنِيِّهِمْ فَتُرَدُّ عَلَى فَقِيرِهِمْ، فَإِذَا أَقْرَأُوا بِذَلِكَ فَخُذْ مِنْهُمْ وَتَوَقَّ كَرَائِمَ أَمْوَالِ النَّاسِ "

**When the Prophet (ﷺ) sent Mu`adh to Yemen, he said to him, "You are going to a nation from the people of the Scripture, so let the first thing to which you will invite them, be the Tauhid of Allah ﷻ. If they learn that, tell them that Allah ﷻ has enjoined on them, five prayers to be offered in one day and one night. And if they pray, tell them that Allah ﷻ has enjoined on them Zakat of their properties and it is to be taken from the rich among them and given to the poor. And if they agree to that, then take from them Zakat but avoid the best property of the people."**

Sahih Al-Bukhari 7372

The first thing this Hadith shows is that one should know to who they are giving Dawah and how to approach them (in this case the people of the Scripture). Broadly speaking, when giving Dawah you will be addressing four groups of people: those who do not believe in God or doubt His existence, the people of the Scripture who have fallen into Shirk, the polytheists or those without knowledge, and Muslims who have gone astray. Each of these groups requires a different preparation before you speak to them.

Starting with the people of the Scripture, they have fallen into Shirk for the most part. We share some sort of common ground with them but we are not on the same page. The way to give them Dawah is by calling them back to the shared core concepts as Allah ﷻ said in the Qur'an:

2 قُلْ يَا أَهْلَ الْكِتَابِ تَعَالَوْا إِلَى كَلِمَةٍ سَوَاءٍ بَيْنَنَا وَبَيْنَكُمْ أَلَّا نَعْبُدَ إِلَّا اللَّهَ وَلَا نُشْرِكَ بِهِ شَيْئًا وَلَا يَتَّخِذَ بَعْضُنَا بَعْضًا أَرْبَابًا مِنْ دُونِ اللَّهِ

**Say, "O People of the Scripture, come to a word that is equitable between us and you - that we will not worship except Allāh and not associate anything with Him and not take one another as lords instead of Allāh."**

Surah Ali ‘Imran 64

**Side point:** when encountering those who claim all religions are correct, show them the differences between the religions and how it's impossible to reconcile between them.

Moving on to the polytheists, you must look at whether they believe in Allah ﷻ and other Gods, or other Gods without believing in Allah ﷻ. As for those who don't believe in Allah ﷻ, when first approaching them, don't insult their Gods and tell them who Allah ﷻ is and clear any misconceptions they have about Him; avoid reaching the point where it becomes a 'your God vs my God' discussion.

Allah ﷻ said in the Qur'an:

3

وَلَا تَسُبُّوا الَّذِينَ يَدْعُونَ مِنْ دُونِ اللَّهِ فَيَسُبُّوا اللَّهَ عَدْوًا بِغَيْرِ عِلْمٍ

**And do not insult those they invoke other than Allāh, lest they insult Allāh in enmity without knowledge.**

Surah Al-An'am 108

As for those who believe in Allah ﷻ but they believe in others as well, then you must show them that if they believe in Allah ﷻ and that the Qur'an is His word then they must submit to Him only. The same approach can be used for Muslims who have fallen into Shirk. Allah ﷻ said in the Qur'an:

4

وَأَنَّ الْمَسَاجِدَ لِلَّهِ فَلَا تَدْعُوا مَعَ اللَّهِ أَحَدًا

**And [He revealed] that the masjids are for Allāh, so do not invoke with Allah ﷻ anyone.**

Surah Al-Jinn 18

When it comes to Muslims who have gone astray, you must try to understand the reason behind them moving away from Islam and address it. Muslims of this category fall under those who went astray due to Shubuhāt (doubts), those who went astray due to Shahawāt (desires), or a combination of both. For these Muslims, one should know how to use the four categories of good admonition that were mentioned prior.

Finally, when it comes to atheists, make sure to base your Dawah on the Qur'an. Specifically, one should use the Ayat that are rational in the way they explain things and are supported by the Qur'an. An example of this is

5

أَمْ خُلِقُوا مِنْ غَيْرِ شَيْءٍ أَمْ هُمُ الْخَالِقُونَ ۝ ٣٥ أَمْ خَلَقُوا السَّمَوَاتِ وَالْأَرْضَ ۚ بَلْ لَا يُوقِنُونَ ۝ ٣٦

**Were they created by nothing, or were they the creators [of themselves]? (35) Or did they create the heavens and the earth? Rather, they are not certain. (36)**

Surah At-Tur 35-36

**Side benefit:** Being able to explain Qadar (the Divine Decree) in a good, understandable way will make a lot of non-practising Muslims and non-Muslims come to the religion as most issues or questions they have arise from them not understanding it. However, even if you explain Qadar well to them, the issue of Takabbur (pride and arrogance) can still prevent them from accepting the truth.

# Taking the Right Steps

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*Chapter Six*

As the Prophet ﷺ told Mu'adh **أَوَّلَ مَا تَدْعُوهُمْ إِلَى أَنْ يُوحِدُوا اللَّهَ تَعَالَى** (let the first thing to which you invite them, be the Tawhid of Allah ﷻ), the one giving Dawah should do the same; they should try to steer any discussion they have back to Tawhid. All secondary discussions and questions people have are answered by going back to knowing Allah ﷻ and His right to be worshipped.

Next, the Prophet ﷺ told Mu'adh **فَإِذَا عَرَفُوا ذَلِكَ فَأَخْبِرْهُمْ أَنَّ اللَّهَ فَرَضَ عَلَيْهِمْ خَمْسَ صَلَوَاتٍ فِي يَوْمِهِمْ وَلَيْلَتِهِمْ** (If they learn that, tell them that Allah ﷻ has enjoined on them, five prayers to be offered in one day and one night) which shows that one should not delve into the secondary issues until they've dealt with Tawhid. Another benefit from this is that one should give Dawah and teach others in stages; take it one step at a time.

**Side note:** one should try to teach new Muslims the religion and avoid the 'celebrity Dawah' approach which is all about the number of Shahadas and nothing beyond that.





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